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BEACON BASED
APP FOR TOURISTS

Travel App for Visitors of Civitavecchia
Port of Rome

Travelling makes people happy. Every visit to a new destination is like embarking on an unknown adventure. Exactly than unknown part, besides excitement, drives the stress level quite high for some people. Luckily, nowadays with the high usage of smartphones travellers have a potential personal travel agent right in their pockets. Swiss Innovation Lab came up with a full hardware and software solution for transforming your destination in a stress-free, affordable, fun and insightful traveller's heaven.

✓ All-in-one Solution ✓ Valuable Offline Insights for Tourists ✓ Augmented Reality ✓ Location Based Marketing

Enhanced Travel Experience

First step for enabling enhanced tourist experience for visitors of Civitavecchia was installing a beacon network throughout the city. Beacons cover all main point of interest of the port and the city itself and are broadcasting a signal to visitor's smartphone. The prerequisite is that they have installed the App which is available for free download for both iOS and Android users and comes with a special promotion of free WiFi in the port area. Exploring the city with Civitavecchia app is extremely fun because it features Augmented reality and Scavenger Hunt tours with quizzes which will make the visitors grasp rich cultural and historical content in an amusing way.

Traveller has access to all of city's rich digital content including valuable practical information and local insights in an offline mode.

Civitavecchia Mobile App

When the application is launched for the first time the latest content needs to be downloaded from the backend to the user's phone in order to ensure full offline mode experience. It is available in multiple languages and features:

1. **Scavenger hunt**: users can choose between four different routes and for visiting Civitavecchia and answering questions to test their knowledge
2. **Points of Interest**: main touristic locations distributed between the city and the port with a short description of each one. User will receive a notification transmitted from the beacon when in proximity of the point of interest and the information will be available directly on the screen of smartphone
3. **Living Civitavecchia**: session with suggestions for what to eat and see in the city within a day
4. **Map**: user will have access to an offline map of the city where are distributed the point of interests of the app.
5. **Beacon notifications**: users will receive real-time notifications from local businesses providing various offers

Most exciting part of the app is Augmented reality view of all city's point of interests and can be used during the scavenger hunts for fun and insightful gaming experience therefore encouraging visitors to collect memories not things.
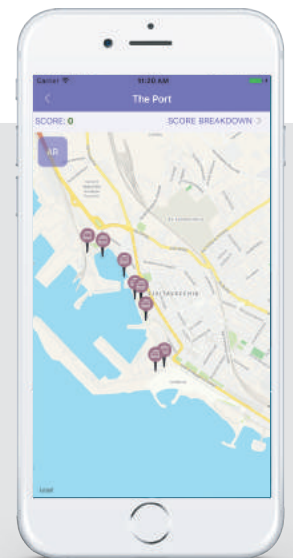
Location Based Marketing

Beacon network serves as an insurance that city's visitors will, after all, leave the destination with more than just memories. Local businesses can create campaigns offering their products or services to visitors in proximity. The campaigns are created through Swiss Innovation Lab's Campaign Manager App with simple UI for creating instant campaigns for nearby visitors. Campaigns can be linked to different beacon locations and push notifications or be visible through Augmented reality view on the user's smartphone. Being there for the user at the right place and time opens a great window of opportunities for tailor-made promotions by businesses that will not only increase their revenue but also provide great "real time service" for the visitors.